

REMARKS/ARGUMENTS

Upon the entry of this amendment, which amends claims 10, 19 and 20, claims 10-28 remain pending. In the Office Action, the Examiner rejected claims 10, 15-18, 25-28 under the judicially created doctrine of obviousness-type double patenting as being unpatentable over U.S. Patent No. 5,983,227; rejected claims 10-14 under 35 U.S.C. § 102(e) as being anticipated by Blinn et al. (U.S. Patent No. 5,897,622, hereinafter "Blinn"); rejected claims 19-20 under 35 U.S.C. § 103(a) as being unpatentable over Blinn in view of DuFresne (U.S. Patent No. 5,835,712, hereinafter "DuFresne")); and rejected claims 15-18 and 21-28 under 35 U.S.C. § 103(a) as being unpatentable over Blinn in view of DuFresne and further in view of Gerace (U.S. Patent No. 5,848,396 hereinafter "Gerace")). Applicants respectfully request reconsideration of the claims in view of the amendments above and remarks below.

Examiner Interview

Applicants thank the Examiner for the courtesy of the Interview on August 15, 2003. In the Interview, the claims and cited references were discussed.

Double Patenting Rejections

Claims 10, 15-18, and 25-28 were rejected under the judicially created doctrine of obviousness-type double patenting as being unpatentable over U.S. Patent No. 5,983-227. In response, applicants have submitted a terminal disclaimer. Accordingly, applicants respectfully request withdrawal of the double patenting rejection.

§ 102 Rejections

Claims 10-18

Claim 10 was rejected under 35 U.S.C. § 102(e) as being anticipated by Blinn. Applicants submit that Blinn does not disclose or suggest every element of claim 10, as amended. For example, Blinn does not disclose or suggest:

storing a user-specific template program for the user in a data structure indexed by a user identifier unique to the user;

receiving, from a the user and at the page server, a user request for a customized page; and thereafter

determining a user identifier associated with the request;

retrieving a stored template program specific to the user in the data structure using the determined user identifier associated with the request;

executing a the template program specific to the user using the real-time information stored in the storage device as input to the template program to generate the customized page, wherein the template program indicates items of interest to the user;

Blinn discloses pre-defined templates that are stored in HTML structures 126. *See Blinn*, col. 7, lines 53-55. Applicants submit that Blinn does not disclose or suggest the templates are specific to a user. Moreover, Blinn does not disclose or suggest that the templates are stored in a data structure indexed by a user identifier unique to a user. Rather, Blinn discloses generic templates that may be used for multiple users. Also, Blinn does not disclose or suggest that the generic template stored in the data structure is retrieved using a user identifier unique to the user. Because Blinn discloses generic templates, the templates are used for multiple users and thus are not stored in a database indexed by a user identifier specific to the user.

Accordingly, applicants respectfully request withdrawal of the rejection of claim 10. Claims 11-18 depend from claim 10 and thus derive patentability at least therefrom. Accordingly, applicants respectfully request withdrawal of the rejections of claims 11-18.

§ 103 Rejections

Claim 19

Claim 19 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Blinn in view of DuFresne. Applicants submit that Blinn and DuFresne, either alone or in combination, do not disclose or suggest every element of claim 19, as amended. For example, Blinn and DuFresne, either alone or in combination, do not disclose or suggest:

storing user-specific template programs for each of the plurality of users in a data structure indexed by user identifiers;

receiving, from a user at the page server, a user request for a customized page customized according to the user preferences;

determining a user identifier associated with the request;

retrieving a stored template program specific to the user in the data structure using the determined user identifier for the user;

The rejection asserted that Blinn does not disclose or suggest, for each of a plurality of users, combining the user preferences for a specific user to form a template program specific to the user at the page server. However, the rejection asserted DuFresne discloses templates that may be created and protected by access control lists. The templates may also include template IDs. *See DuFresne*, col. 10, lines 18-32.

Applicants submit that Blinn and DuFresne, either alone or in combination, do not disclose or suggest storing user specific template programs in a data structure indexed by user identifiers. DuFresne discloses that templates may be created with template IDs. However, DuFresne does not disclose or suggest that user specific template programs are created and stored in the data structure indexed by user identifiers. Additionally, DuFresne does not disclose or suggest determining a user identifier associated with a user request and retrieving stored template programs specific to the user using the determined user identifier.

Further, applicants submit that it would not have been obvious to combine Blinn and DuFresne. Even if DuFresne discloses or suggests storing user specific template programs for each of a plurality of users in a data structure indexed by user identifiers and retrieving a stored template program using a user identifier (it does not), it would not have been obvious to combine DuFresne with Blinn. Blinn discloses generic templates where the same template is used for multiple users. *See Blinn*, col. 7, lines 34-38. Different data for users is then inserted in a template. For example, taking the URL described in lines 15-16 of col. 7 in Blinn, a template "template.html" is retrieved for a user associated with a "shopper_id" identifier. Data is then specified by the arguments "arg1=value; arg2=value". If a second user requested a page associated with "template.html", Blinn would retrieve the same template "template.html" but use a different "shopper_id" identifier and different data as specified by the arguments "arg1=value; arg2=value". *See Blinn*, col. 7, lines 17-38. Accordingly, Blinn is configured to retrieve the same template and insert different data for different users when different user requests are received.

Thus, if Blinn were combined with DuFresne, the same template would be retrieved by Blinn and different data would be inserted in the template. Even if DuFresne stored multiple templates for each of a plurality of users, Blinn is configured to retrieve the same template for each of the plurality of users and insert different data for the users instead of retrieving a template specific to each of the plurality of users.

Accordingly, applicants submit that Blinn and DuFresne, either alone or in combination, do not disclose or suggest every element of claim 19.

Claims 20-28

Claim 20 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Blinn and DuFresne. Applicants submit that Blinn and DuFresne, either alone or in combination, do not disclose or suggest every element of claim 20, as amended. For example, Blinn and DuFresne, either alone or in combination, fail to disclose or suggest:

storing user-specific template programs for each of the plurality of users in a data structure indexed by user identifiers;

receiving, at the page server, requests for a customized page from the plurality of users, wherein a first request is received from a first user in the plurality of users and a second request is received from a second user; and thereafter

determining a first user identifier associated with the first request;

determining a second user identifier associated with the second request;

retrieving a first stored template program specific to the first user in the data structure using the determined first user identifier for the first user;

retrieving a second stored template program specific to the second user in the data structure using the determined second user identifier for the second user.

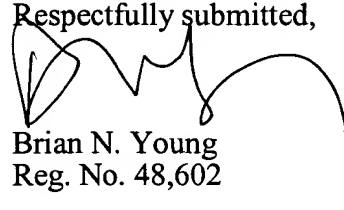
Accordingly, applicants respectfully request withdrawal of the rejection of claim 20. Claims 21-28 depend from claim 20 and thus desire patentability at least therefrom. Accordingly, applicants respectfully request withdrawal of the rejection of claims 21-28.

CONCLUSION

In view of the foregoing, applicants believe all claims now pending in this Application are in condition for allowance. The issuance of a formal Notice of Allowance at an early date is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 415-576-0200.

Respectfully submitted,



Brian N. Young
Reg. No. 48,602

TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, 8th Floor
San Francisco, California 94111-3834
Tel: 415-576-0200
Fax: 415-576-0300
BNY:lyk
11476363 v1